

Report to: Cabinet

Date: 16th October 2008

Subject: Wigan Life Proposal

Report of: Steve Peddie, Service Director - Customer Transformation

Contact Officer: Steve Peddie 01942 827130

Purpose / summary:

Wigan is an aspirational, vibrant place with a strong identity, filled with potential. This is not always consistently well reflected. A priority for public sector agencies in the borough is for them to be able to articulate common values and aspirations to both the public and to a wider audience. In order to address these issues a local multi-agency group was convened to discuss ways to improve the image of the Borough. The group has representation from: Wigan Council; NHS Ashton, Leigh and Wigan; Wigan Leisure and Culture Trust and the Chamber of Commerce.

The proposal is that a concept entitled 'Wigan Life' could be used to communicate to its audience:

- A sense of place - a borough with heart and soul, real people
- Healthy body and mind
- Individuals' lives improving
- A confident and growing place with aspiration
- A welcoming place – inviting to visitors and investors

In effect, helping to put Wigan Borough on the map.

Alternative options considered and reason for selecting the one recommended:

Previously there has been a stated desire for the Borough to be able to clearly state its core values and aspirations but the scope of the work meant that the full weight of partners could not be fully realised. Partners have had an opportunity to consider other competing proposals under the tendering process for the JSC.

Recommendation / decision:

Cabinet is recommended to support the further development of the 'Wigan Life' proposal by:

1. Endorsing the Council's contribution
2. Supporting a process of Board sign off for other partner organisations
3. Sponsoring the proposal at the Wigan Borough Partnership – the borough's Local Strategic Partnership

Key Decision:

This report does not involve a key decision

The decision will be made as a result of this report and will be published within 48 hours and cannot be actioned until seven working days have elapsed, i.e. before 28th October 2008

Risks / Implications:

Financial:

These are very modest and are currently contained within an existing envelope of money for the Management of the Council's reputation, although a growth bid is to be made for future financial years to enhance the Council's reputation generally.

Staffing:

Officer support within existing capacity

Policy:

Within the Council's Reputation Management Strategy

Equal Opportunities - Has a Diversity Impact Assessment been conducted?

No. Not considered necessary at this point.

Wards affected:

All Wards

Property Implications – Does the proposal involve a reduction, addition or change to the Council's asset base or its occupation?

No

Does this proposal have significant implications for the Council and the local population?

'Wigan Life' has significant links to the messaging around the transformation ambitions held by the Council for the local population

Does this proposal involve a new policy or procedure or significant changes to

an existing policy or procedure?

No

Has the Service Director - Borough Solicitor confirmed that the recommendations within this report are lawful and comply with the Council's Constitution?

Yes /

Has the Service Director - Corporate Services confirmed that any expenditure referred to within this report is consistent with the Council's budget?

Yes

Are any of the recommendations within this report contrary to the Policy Framework of the Council?

No *

* delete which applicable

For Cabinet reports only :

Categorisation of the report:	X
Discussion leading to a decision	
Monitoring	
Sharing for corporate understanding	X

	X
Discussion	
Decision	
Information	

Tracking/Process:

	Consultation	Ward Members	Partners
			LSP NHS WLCT Wigan Chamber of Commerce
Panel	Overview & Scrutiny	Cabinet	Council
		16 th October 2008	

There are no Background Papers to this Report within the meaning of Section 100D of the Local Government Act 1972.

Proper Officer Steve Peddie

Date 26th September 2008

Background

Wigan is an aspirational, vibrant place with a strong identity and filled with potential. This message needs to be communicated both inside the Borough to all stakeholders including the local population and to potential business seeking opportunities to invest.

A local multi-agency group of people with communications, delivery and inward investment (regeneration) skills, convened to discuss ways to improve the image of

the Borough. The group aims to harness the benefits of joint communication strategies on areas of common purpose, where partner organisations can articulate common values and aspirations to both the public and to a wider audience.

There was recognition that a concerted and joined up approach was necessary to encourage further inward investment into the Borough, to celebrate innovation and to mark a change in the aspirations of the Borough.

The group has representation from:

- Wigan Council (Economic Regeneration, Inward Investment)
- NHS Ashton, Leigh and Wigan
- Wigan Leisure and Culture Trust (Tourism, Marketing & Festivals)
- The Chamber of Commerce

The group has reviewed earlier work that had previously been carried out, under the auspices of the Wigan Borough Partnership (WBP), the borough's Local Strategic Partnership.

Following on from this review the group has commissioned Bisset Adams (architectural communications specialist) to work up ideas on how to generate 'a way to talk about ourselves' (as partners) in relation to both individual organisations' contributions to joint goals and collectively, as a forward thinking Borough.

The concept that Bisset Adams proposed is 'Wigan Life'. In order to refine the proposal and engage the partners in the contribution that they can make Bisset Adams have undertaken a consultation exercise with key stakeholders, via a mixture of focus groups and one to one interviews in order to refine the proposal

The Proposal

The proposal therefore would be to further develop the concept of 'Wigan Life' and for this to represent this new sense of innovation and partnership working within the borough.

Wigan Life will communicate both with residents (new healthy living campaigns, learning and leisure opportunities, training and jobs etc) and externally, the image of Wigan as a modern, forward-thinking place to invest in, to visit, to relocate to and be a part of.

The purpose of the proposal is not a way of designing a logo that would merely decorate the Joint Service Centre or any other building in the Borough; rather it represents an association of prestige products/services, excellence in delivery, change and innovation that benefits citizens of the Borough.

The Wigan Life offer helps to make connections between the key agenda of 'place shaping' (sense of identity, community, social inclusion) with 'people shaping' (health, well being life expectancy and the social and cultural factors that influence these).

Wigan Life will describe the joint contribution of partner organisations to the life of the Borough, reflecting the core values of these organisations that include:

- Healthy
- Empowering
- Inclusive
- Vibrant

These are clearly the highest priorities of NHS, Council and other partner organisations under the umbrella of the Wigan Borough Partnership.

Wigan Life is not about a brand or ascribing a hierarchy of organisations, it is a reflection of partners working together for a common purpose. The chart below describes this partnership approach.



The proposal is that Wigan Life could be used to communicate to its audience:

- Sense of place - Borough with heart and soul, real people
- Healthy body and mind
- Individuals' lives improving
- Confident and growing place with aspiration
- Welcoming place – inviting to visitors and investors
- Wigan Borough on the map

'Wigan Life' will only be used when all partners agree that the best way to communicate new developments, initiatives or investments is via the use of Wigan Life concept. No individual organisation has the right to deploy the Wigan Life concept without first ensuring the agreement through agreed partnership sign-off. This would ensure:

- Endorsement
- Buy in
- It remains values based
- And is judiciously used

Organisations would continue to use their own agreed brand in other places or as an endorsement of the brand, according to an agreed set of guidance notes in the 'Style-Guide'.

Recommendations

Wigan is an aspirational, vibrant place with a strong identity filled with potential.

A concerted and joined up approach is necessary to encourage further inward investment into the Borough, to celebrate innovation and to mark a change in the aspiration of the Borough.

The Wigan Life offer helps to make connections between the key agenda of place shaping (sense of identity, community, social inclusion) with people shaping (health, well being life expectancy and the social and cultural factors that influence these). The Wigan Life offer reflects the Borough's need to be able to clearly demonstrate the association of prestige products, excellence in delivery, change and innovation that benefits citizens of the Borough made by the partner organisations.

These are clearly the highest priorities of NHS, Council and other partner organisations under the umbrella of the Local Strategic Partnership.

Cabinet is asked to support the further development of the Wigan Life proposal by:

1. Endorsing the Council's contribution
2. Supporting a process of Cabinet sign off for other partner organisations
3. Sponsoring the proposal at the next WBP meeting.